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Youth

FOR IMMEDIATE RELEASE

Stay-in-School Initiative teams up with Streets Cents

Fans of the award-winning CBC television show STREET CENTS will get a vivid closeup on the economic and social sense of staying in school in a program episode that airs Saturday March 7, 1992 at 10 AM. This segment of the STREET CENTS series was produced by the CBC in collaboration with the national Stay-in-School initiative under the auspices of the Minister of State for Youth, the Honourable Pierre H. Cadieux.

In commenting on the value of the co-production effort Minister Cadieux said it offers the best of both worlds. "The highly entertaining and informative way that Streets Cents approaches all of its consumer-related subject matter made it a natural and important vehicle for conveying our stay-in-school message."



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As with each episode in the STREET CENTS series, the program on staying in school builds on a running sketch that features the show's regular on-air personalities and intercuts this with interview segments of young people across the country who have reversed their decisions to drop out of high school.

Minister Cadieux went on to say that: "This segment impresses me in how it deals with a very real issue facing upwards of 3 out of 10 Canadian high school students. It captivates kids by directly talking to them without turning them off."

Co-production funding of \$50,000 for the episode was made available to CBC under the Stay-in-School initiative's national public awareness component. Under this component the initiative actively strives to have effective third party national sponsorship involvement in conveying the national Stay-in-school message directly to communities across the country.

STREET CENTS is an upbeat consumer-advice program for viewers aged eight to sixteen that airs commercial-free on Saturday mornings. Produced by the CBC in Halifax, STREET CENTS is the winner of national and international awards and has been bought by educational networks in British Columbia and Saskatchewan.

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